

LiveScore Academy

THE BRIEF

To create a compelling and user-friendly visual identity and interface design for the internal LiveScore Academy, a learning platform designed to support employee development and career growth across the business.

Establish a Distinct Visual Identity: Create a unique logo and visual language for the LiveScore Academy that is recognisable and memorable, while maintaining a clear connection to the overarching LiveScore brand.

MISSION STATEMENT

LiveScore Academy is a space for continuous learning and career growth. With a clear path to development and opportunities to build new skills, the Academy helps our people stay sharp, move forward, and reach their potential – together.



academy

UP OUR GAME

Use this for initial communications about the LiveScore Academy, especially when highlighting team-based activities.

UP YOUR GAME

Use this to engage the individual and empower them to take ownership of their learning and development.

LOGOS



SLOGANS

UP OUR GAME
UP YOUR GAME

COLOURS

PRIMARY COLOURS



SECONDARY COLOURS



FONTS

LOGO – ACADEMY

Poppins SemiBold

PRIMARY HEADLINES – Sofia Sans Semi Condensed – BLACK

ABCD 1234%£+

BODY COPY – Sofia Sans Condensed – Regular

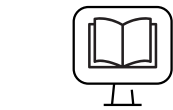
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QUOTES

“Learning never stops.
The moment it does, so does progress.”

LeBron James

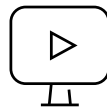
ICONS



ONLINE COURSES



TUTORIAL



VIDEO COURSES



INFORMATION



LEARNING



REWARD



READING



MENTORING



TESTS



CERTIFICATE



WORKSHOP



COACHING

IMAGERY



Photography with feeling

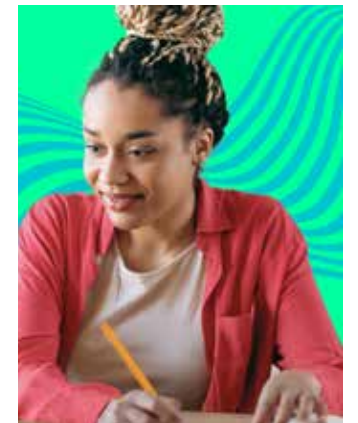
The LS Acadmey is built around human stories, and our imagery reflects the uplifting emotions and meaningful results that come with learning. We showcase people of all ages, genders, to represent the genuine, everyday experiences of learning

Colors that set the mood

We use a vibrant, optimistic colour palette to inject energy and warmth into everything we create. At its core is our signature momentum shift, dynamic, flowing lines that symbolise the personal journey of learning. It reflects progress, discovery, and the sense of fulfilment that comes with every step forward.

The winning moment

Capturing real-life winning moments brings our learning story to life—showing the pride, emotion, and fulfilment that come with progress. These moments reflect the ambition that drives us and the personal rewards that make every step worthwhile, proving that learning is more than knowledge—it's life-changing.



QUOTES THAT DRIVE US

Sporting quotes inspire and motivate our people to strive for greatness—making them the perfect fit for the LiveScore Academy brand.

**Practice creates
confidence. Confidence
empowers you.**

Simone Biles
Olympic gymnast

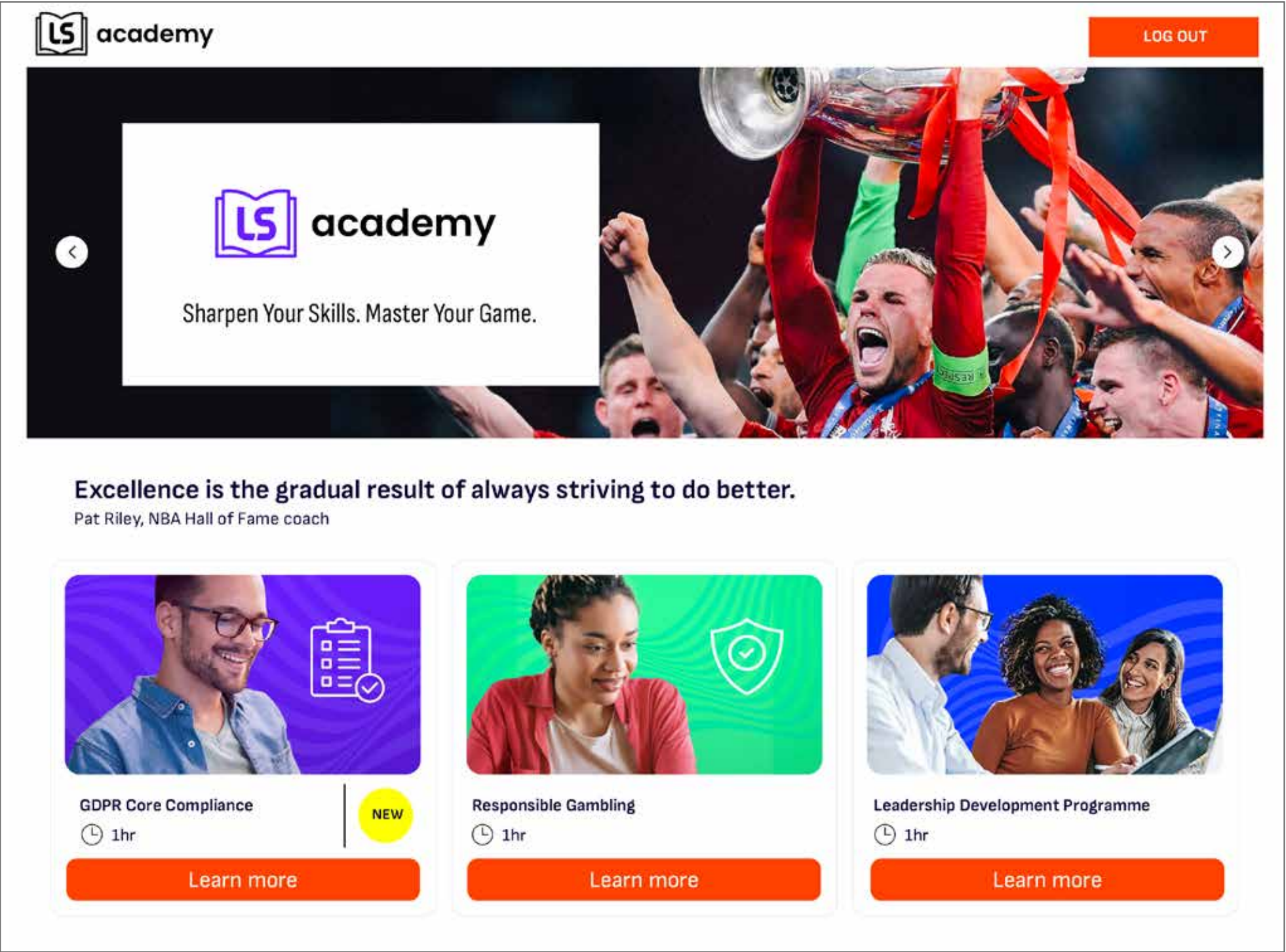
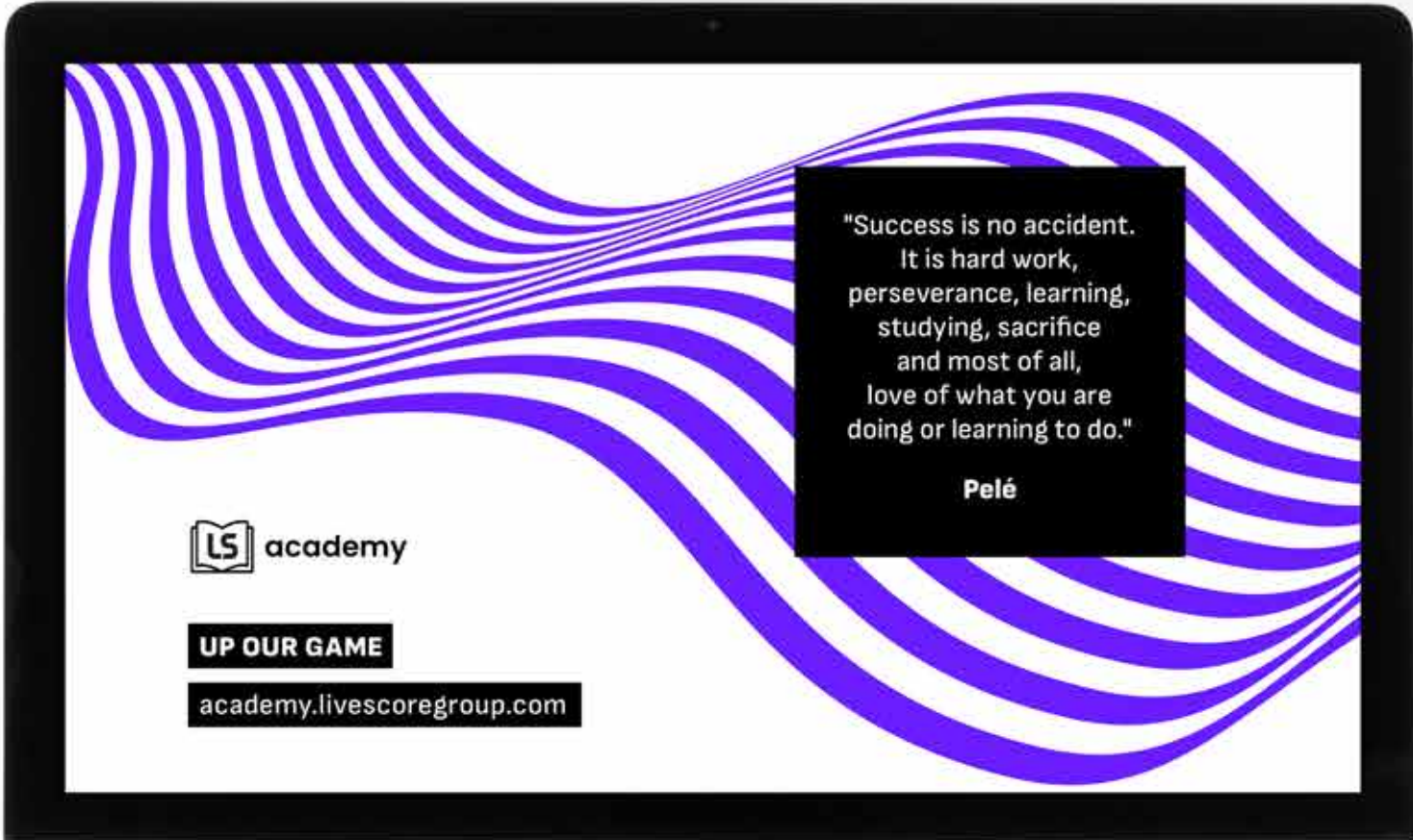
**It’s not the will to win that matters,
everyone has that. It’s the will to
prepare to win that matters.**

Paul Bear
American Football coach

**The will to win is not nearly
as important as the will to
prepare to win.**

Bobby Knight
American basketball coach.

MOCK UPS



MOCK UPS



MOCK UPS



THE END

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